

## Message Text

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46

ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 AGR-10 AID-05 CIAE-00

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R 260930Z FEB 76

FM AMEMBASSY KHARTOUM  
TO SECSTATE WASHDC 1207

UNCLAS KHARTOUM 0564

E.O. 11652: N/A

TAGS: BENC, BAGB

SUBJECT: AGROBUSINESS TASK FORCE TO AFRICA

REF: STATE 034640 STATE 041215

1. WHILE MAY IS NORMALLY LEAST PLEASANT MONTH OF YEAR IN KHARTOUM, (AND WE THEREFORE WONDER IF DATE COULD BE CHANGED) EMBASSY WHOLEHEARTEDLY SUPPORTS IDEA OF SUBJECT MISSION, WHICH WE VIEW AS COMPLEMENTARY OF OTHER ACTIVITIES NOW GOING ON, SUCH AS VISITS OF HOLSTEIN-FRIESIAN ASSOCIATION OF AMERICA (KHARTOUM 0535), FRENCH OIL MILL MACHINERY (STATE 028991), AND AMERICAN SEED TRADE ASSOCIATION (STATE 09447); FOOD PROCESSING AND PACKAGING EQUIPMENT CATALOG SHOW (APRIL 27-29); AND INTEGRATED AGROBUSINESS TECHNICAL SALES SEMINAR IN NOVEMBER.

2. AS FOR TYPES OF FIRMS TO INCLUDE, WE WOULD STRESS THOSE WITH BROAD CAPABILITY TO PERCEIVE AND EXPLOIT AGRO-BUSINESS OPPORTUNITIES. FOR EXAMPLE, RECENT EMBOFF VISIT TO 2.2 MILLION-ACRE GEZIRA SCHEME (BEING REPORTED SEPARATELY) REVEALED THAT VEGETABLES, PARTICULARLY TOMATOES, ARE GOING TO WASTE BECAUSE THERE IS NO WAY OF PROCESSING THEM. ANOTHER GEZIRA INTEST IS DEVELOPMENT OF DAIRY AND BEEF SCHEMES BASED ON NEW FODDER PRODUCTION TO USE PART OF PERHAPS AS MUCH AS 30 MILLION CUBIC METERS PER DAY AVAILABLE EXCESS WATER AND ENERGY OF THOUSANDS OF FARMERS IN UNCLASSIFIED

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SCHEME. SUDAN'S NEED THUS IS NOT SO MUCH STARTING UP

OF COMPLETELY NEW INTEGRATED SCHEMES, INCLUDING  
IRRIGATION WORKS (ALTHOUGH THERE ARE PLENTY OF  
OPPORTUNITIES IN THIS AREA TOO), BUT RATHER INTENSIFICATION  
AND DIVERSIFICATION OF PRODUCTION IN EXISTING SCHEMES  
SO AS TO INCREASE THEIR PROFITABILITY AND CREATE BETTER  
LINKAGES IN THE ECONOMY. AS SUDANESE ARE TIRED OF  
HAVING PROJECT STUDIES COMPLETED ONLY TO GATHER DUST,  
U.S. COMPANIES SHOULD BE ACTION-ORIENTED. IDEALLY,  
THEY SHOULD ALSO HAVE GOOD NKZE ELSEWHERE IN ARAB WORLD  
SO THAT ARAB FUND OR OTHER FINANCIERS WILL BE MORE LIKELY  
OPEN THEIR COFFERS.

3. WE WILL CONTINUE POLL GOS AND LOCAL BUSINESS  
COMMUNITY, BUT RIGHT NOW OUR ONLY SPECIFIC SUGGESTION  
WOULD BE TO MAKE SURE ONE OF COMPANIES HAS EXPERTISE IN  
ALL ASPECTS OF LIVESTOCK PRODUCTION. (INCIDENTALLY,  
KING RANCH, ARIZONA-COLORADO LAND AND ATTLE AND  
AMCO-SARAD AGRO INTERNATIONAL ARE ALREADY ACTIVELY  
INVESTIGATING SUDAN PROJECTS). MEPD MIGHT BEST  
PROCEED BY SUGGESTING TO US LIST OF COMPANIES KNOWN TO  
BE INTERESTED IN ARAB WORLD AND/OR AFRICA. WE WILL  
SUGGEST WHICH WOULD PROBABLY HAVE MOST SUCCESS HERE,  
IT BEING UNDERSTOOD THAT SUDANESE ARE SO INTERESTED IN  
AMERICAN WAY OF DOING BUSINESS THAT THEY ARE LIKELY GIVE  
BIG WELCOME TO ALMOST ANY MAJOR COMPANY WHICH COMES OUT.  
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